C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 3

The dawn of
a new champion.

(To get the whole picture, turn the page!)

58th Year 1989

Upfront buying takes off

How to save AM

Broadcasting Jul 3

Vol. 117 No. 1

Upfront gains strength...

Across all dayparts, total amount of upfront sales approaches billion more dollars than were sold last year. **PAGE 19.**

Any hope for AM radio?...

There are plenty of ideas for reviving AM service, but some feel it may be too little too late. **PAGE 20.**

Focus on First Amendment...

BROADCASTING looks at recent string of Supreme Court decisions in which First Amendment prevails. What do court's actions mean for broadcasting? **PAGE 25.**

22/ **OFFICIAL WORD**
White House announces that President Bush intends to

Sikes

nominate Alfred Sikes to FCC and would designate him chairman.

22/ **TELCO-TV DIALOGUE**
Telephone and broadcast representatives meet in St. Louis for "exploratory" discussion of telcos' desire to provide video services.

23/ **'FEUD' FEUD**
LBS's move to replace promotional considerations at end of its TV game show *Family Feud* with two additional ads angers stations that clear show.

23/ **NEW SPIN FOR KING WORLD**
Nielsen's May Cassandra books show continuing erosion of King World's *Wheel of Fortune*, but continued climb of its other show, *Jeopardy!*.

24/ **REP SALE**
Atlanta-based Mutual Telesales buys Independent Television Sales, five-year-old rep firm catering to independent TV stations.

30/ **FOXY START**
Fox Broadcasting Co. will roll out part of its new season schedule this summer, hoping to build audience loyalty for fall debut of rest of new offerings.

31/ **SKATING CLEAR**
Qintex's syndicated *Rollergames*—roller derby set to music—clears in 95% of country.

34/ **GETTING CREATIVE**
BPME/BDA seminar in Detroit draws largest crowd to date, as attendees get advice on promoting stations and maintaining ethical standards in ads.

30/ **'BOSS' PUSH**
Columbia Pictures Television unveils ad and

'Who's the Boss?'

promotion campaign for off-network premiere of *Who's the Boss?*

36/ **SKY BUY**
ESPN buys four C-band transponders on two future Hughes Communications satellites for 1991 and 1993.

40/ **HILL ACTION**
Senator Ernest Hollings introduces bill to boost U.S. electronic industry, and Representative John Dingell plans legislation to reallocate spectrum.

42/ **FREE FOR THE ASKING**
More organizations, corporations, universities and associations offer radio stations free news and information spots.

46/ **MONTREUX MINUTES**
Sessions on fiber optic technology and standardizing broadcast equipment are among highlights of second half of International Television Symposium in Montreux, Switzerland.

48/ **SHOPPING SPREE**
QVC Network offers cash and stock for CVN Companies if completed, purchase would create formidable competitor to Home Shopping Network.

49/ **PLUGGING IN**
In effort to eliminate paperwork in spot advertising process, advertisers and stations plan three tests of electronic invoicing.

71/ **TECHNICAL VIEW**
As head of NAB's science and technology department, Michael Rau sees technical decisions as similar to "one-way ratchets"—they've got to be right from start.

DEPARTMENTS

Advertisers Index	70
Business	48
Cablecastings	48
Changing Hands	44
Closed Circuit	6
Datebook	14
Editorials	74
Fates & Fortunes	67
Fifth Estater	71
For the Record	53
In Brief	72
Journalism	50
Law & Regulation	40
Masthead	16
Media	34
Monday Memo	17
On Radio	42
Open Mike	16
Programing	30
Riding Gain	43
Satellite Footprints	38
Stock Index	39
Syndication Marketplace	32
Technology	46
Where Things Stand	10

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $110, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

Where Things Stand

Solid bar denotes items that have changed since last issue.

By the Numbers 10
Cable Regulation 10
Children's Television 10
Compulsory License 51
Crossownership 51
Direct Broadcast Satellites 51
Home Satellite 51
International 51
Land Mobile 51
Mergers 51
Must Carry 52
Public Broadcasting 52
Syndex 52
TV Marti 52
Wireless Cable 52

Cable Regulation

■ Cable television industry remains under fire from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete as distributor of video services. Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing in April, where broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Metzenbaum is also pushing for passage of bills he introduced in April: one would restore city authority to regulate rates while other would require cable programers (particularly those in which cable operators have interest) to make their programing available to cable competitors such as wireless cable. It would also restrict horizontal concentration within industry by limiting number of subscribers company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee took close look at issue of vertical integration within cable industry during series of hearings it convened on concentration of ownership within media (BROADCASTING, June 19, 26). No immediate Senate action is expected from those hearings, although it was clear there is growing concern among subcommittee members about cable's market power.

Motion picture industry, independent broadcasters and National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programing to homes.

National League of Cities and United States Conference of Mayors have adopted resolutions calling on Congress to strengthen cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. League has assigned action on cable legislation low priority, but group of mayors has scheduled July 31 meeting in New York to plot legislative strategy.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†

Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Children's Television

A bill that would limit amount of advertising on children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Commerce Committee following week. In Senate, bill that would establish $10 million endowment for children's programing was adopted May 16 by Senate Commerce Committee and is expected to pass Senate sometime this year. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye also convened hearing on matter (BROADCASTING, April 17).

Senator Tim Wirth (D-Colo.) has offered legislation that would require broadcasters to provide programing "specifically designed" for children, as condition for license renewal. Wirth's measure is far more regulatory than House bill.

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress.

Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers, allowing broadcasters voluntarily to agree on commercial limits.

Continues on page 12

July 19—*Society of Broadcast Engineers, chapter 15*, lectures on television and FM transmitter noise and C-language application software for FM and terrain data bases. WQXR auditorium, 229 West 43rd St., New York. Information: David Bialik, (212) 752-3322.

■ **July 19**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Hyatt Regency, San Francisco. Information: Anna Johnson, (212) 779-4360.

■ **July 19-21**—*Colorado Cable Television Association* annual convention. Marriott's Mark Resort, Vail, Colo.

July 20-22—*South Carolina Broadcasters Association* summer convention. Westin International hotel, Hilton Head, S.C.

July 21—*Television Critics Association* "TCA Day," during annual press tours. Los Angeles.

■ **July 21**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Marriott, San Diego. Information: Anna Johnson, (212) 779-4360.

July 22-24—*NBC* press tour, during *Television Critics Association* press tour. Los Angeles.

July 24—Presentation of first "Viddy Award," sponsored by *National Academy of Television Journalists*. Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

July 24-27—"Stereo audio for broadcast," workshop sponsored by *National Public Radio*. Denver. Information: (202) 822-2730.

July 25-27—*PBS* press tour, during annual *Television Critics Association* press tour. Los Angeles.

July 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herbert Schmertz, president, The Schmertz Co. Copacabana, New York.

■ **July 26**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Omni International, Miami. Information: Anna Johnson, (212) 779-4360.

■ **July 27**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Sheraton Memphis, Memphis. Information: Anna Johnson, (212) 779-4360.

July 27-29—*Louisiana Association of Broadcasters* radio-television management session. Bentley hotel, Alexandria, La. Information: (504) 383-7486.

July 27-29—*Idaho State Broadcasters Association* annual convention. Among speakers: National Association of Broadcasters President Eddie Fritts and Westwood One President Bill Battison. Sun Valley, Idaho.

July 28—Synditel, annual press preview of first-run TV programing held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

■ **July 28-30**—*North Carolina Association of Broadcasters* summer meeting. Radisson, Myrtle Beach, S.C. Information: (212) 821-7300.

July 31—10th annual radio script contest, sponsored by *Midwest Radio Theater Workshop*. Information: (312) 874-1139.

Erratum

American Public Radio's ***Marketplace*** **is produced by Pacific Public Radio,** not by Pacifica Foundation, as reported in May 15 story. Also, Corporation for Public Broadcasting support of that program is less than 10%, not 80%-90% as reported.

□

WROV(AM) Roanoke, Va.'s license—not WROV(FM) Roanoke as reported in June 19 "For the Record"—**was renewed**, subject to reporting conditions and $5,000 forfeiture.

□

June 5 **Top 100** report failed to include **Heritage Media** (formed in August 1987 as employe buyout of broadcast properties of **Heritage Communications**). Company derives 100% of revenues ($46.5 million) from communications industry and ranked 89th in Electronic Communications Index revenues for 1988 and 94th in total revenues for same period. Dallas-based company has no relation to Los Angeles-based Heritage Entertainment.

August

Aug. 1—Deadline for television programs and music video entries in International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

■ **Aug. 4**—Deadline for entries in 24th annual Gabriel Awards, honoring "excellence in broadcast programs which serve listeners through the positive, creative treatment of issues of concern to humankind," sponsored by *Unda-USA, National Catholic Association for Broadcasters and Communicators*. Information: (513) 429-2663.

Aug. 5-7—55th annual *Georgia Association of Broadcasters* convention. Callaway Gardens, Ga.

■ **Aug. 6-8**—*Cable Television Laboratories* first technical planning seminar, "Fiber Optics: Strategy, Tactics, Implementation." Clarion hotel, Boulder, Colo. Information: (303) 939-8500.

Aug. 10-12—*Michigan Association of Broadcasters* annual convention. Shanty Creek, Bellaire, Mich.

Aug. 10-13—*Association for Journalism and Mass Communication* convention. Washington. Information: Ken Keller, (618) 536-7555.

■ **Aug. 10-13**—*North Carolina Cable Television Association* annual meeting. Pinehurst hotel and country club, Pinehurst, N.C.

■ **Aug. 11**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Washington Hilton, Washington. Information: Anna Johnson, (212) 779-4360.

■ **Aug. 12**—*Texas AP Broadcasters* seminar, "Covering East Texas." Holiday Inn Southeast Crossing, Tyler, Tex. Information: (214) 991-2100.

Aug. 15—Deadline for entries in Women at Work Broadcast Awards, recognizing "outstanding radio and television programing about working women's issues," sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

■ **Aug. 16-20**—*National Association of Black Journalists* annual convention. New York Hilton and Towers, New York. Information: (703) 648-1270.

Aug. 17-18—*Arkansas Broadcasters Association* annual convention. Arlington hotel, Hot Springs, Ark.

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 18-19—*Utah Broadcasters Association* annual convention and awards banquet. Park City, Utah.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott hotel, Chicago.

■ **Aug. 22**—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Stouffer Tower City, Cleveland. Information: Anna Johnson, (212) 779-4360.

September

Sept. 6—*USA Network* local ad sales seminar. Embassy Suites, Denver. Information: (213) 277-0199.

Sept. 7—*USA Network* local ad sales seminar. Remington hotel, Houston. Information: (213) 277-0199.

Sept. 7—*USA Network* local ad sales seminar. Sheraton Grand hotel at Dallas/Fort Worth airport, Dallas. Information: (213) 277-0199.

Sept. 8-11—*National Association of Telecommunications Officers and Advisers* ninth annual conference. Theme: "New Visions on the Telecommunications Horizon." Scottsdale, Ariz. Information: Catharine Rice, (202) 626-3160.

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

Over 250 radio stations now air

MEDIA MONITOR

Why don't you?

For a free sample tape, call Deborah Lambert

Accuracy in Media

1275 K Street, NW, Suite 1150
Washington, D.C. 20005
(202) 371-6710

Media Monitor will be back next week.

Sept. 11-13—*Wireless Cable Association* convention. Hyatt Crystal City, Arlington, Va. Information: (202) 452-7283.

Sept. 12—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between July 1, 1989, and Sept. 12, 1989) of International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Sept. 15—Deadline for entries in International Film and Video Festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

Open Mike

Believer

EDITOR: Thank you for your brief section on religious formatted stations in the June 12 issue of BROADCASTING. However, you touched on only one small segment of this format.

The real growth in Christian radio over the last few years and into the foreseeable future has and will be with the "full service" Christian radio stations—stations that have consistent music formats (gospel, contemporary, MOR, etc.) but also offer their listeners the best in news, weather and other needed information. In turn, these stations have a very marketable product that is attractive to local advertisers. Even though many religious radio stations may not have the numbers, they consistently can deliver an extremely loyal and responsive audience.

Religious radio is alive and well! After all, what other format has the Answer for the complex problems as we face the 21st century?—*David Eshleman, president, DME Associates, Harrisonburg, Va.*

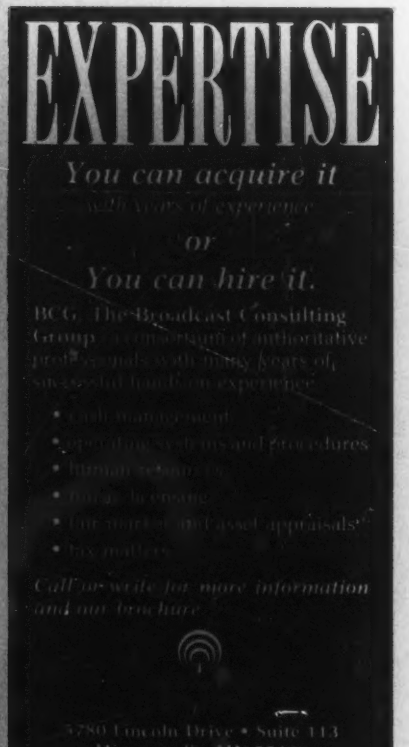
Transmission problem

EDITOR: We read with interest your "Detour" editorial of May 29 and also John Sie's response in the June 19 "Open Mike" column. I would like to add a few comments on the subject:

Mr. Sie proposes that we settle for an interim fix to NTSC, on the premise that it will block a foreign technology while we Americans develop a digital system. I would assume that he suggests SuperNTSC as such an interim fix. While I have the greatest respect for Mr. Faroudja, the creator of SuperNTSC, I strongly dispute his and Mr. Sie's claim that it is "as good as" 35mm film, the reference standard for ATV picture quality. Perhaps as good as 16mm film, but definitely a far cry from 35mm, and I believe my point can be demonstrated easily by simply comparing SuperNTSC images to those produced by a generic 1,125/60 VTR. Even with the luminance bandwidth of the analog VTR limited to 20 mhz or so, it is simply no contest. Furthermore, the results become even more lopsided if the SuperNTSC aspect ratio is reshaped into the improved 5:3 or 16:9 form that the 1,125 signal already has.

Mr. Sie also states that what we truly need is a fully digital ATV system. We and virtually every other ATV proponent completely agree that the encoder and decoder parts of the chain should be digital, simply because digital processing is the easiest way to handle the complex pixel manipulations required of any system, including our own HD-NTSC protocol.

But where I would disagree with Mr. Sie is on the need also for a digital method of transmission. This notion seemed to surface initially in an article in *Forbes* a few months ago, but most experts in the industry regard this as a red herring. I am convinced that, one day, we will, of course, have a really nifty system that not only sends pictures to the home (and vice versa) but also allows the viewer to order merchandise from a home shopping channel via brain waves as well as cook the dinner and answer the door from the comfort of one's living room couch. But let's not lose sight of the fact that, while virtually all things are *possible*, that doesn't make them *practical* or even *useful*. Please, everyone, let's reach for the stars while keeping our feet on the ground.—*Richard J. Iredale, president, The Del Rey Group, Thousand Oaks, Calif.*


EXPERTISE
You can acquire it
or
You can hire it.
BCG, The Broadcast Consulting Group
Call or write for more information and our brochure.
5780 Lincoln Drive • Suite 113
Minneapolis, MN 55436
Telephone: 612 933 7100
1 800 397 7104 • FAX: 612 933 7573

The Fifth Estate

Broadcasting incorporating **TELEVISION**

Founder and Editor
Sol Taishoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

□

Lawrence B. Taishoff, *publisher.*

Editorial

Donald V. West, *managing editor.*
Mark K. Miller, Harry Jessell, *assistant managing editors.*
Leonard Zeidenberg, *chief correspondent.*
Kira Greene, *senior news editor.*
Matt Stump, Kim McAvoy, John S. Eggerton, *associate editors.*
Susan Dillon, A. Adam Glenn *(international), assistant editors.*
Randall M. Sukow *(technology),* **Peter D. Lambert, Joe Flint, Kristina I. Hoyt,** *staff writers.*
Anthony T. Sanders, *systems manager.*
Todd F. Bowie, Ed Kaitz, *production.*

Broadcasting □ Cable Yearbook

David Seyler, *manager.*
Joseph A. Esser, *associate editor.*
Deborah Segal, *assistant manager.*
Paul Muller, Francesca Tedesco, Tracy Gilliam-Turner, *editorial assistants.*

Advertising

Washington
Kenneth W. Taishoff, *vice president, sales and marketing.*
Robert (Skip) Tash, *Midwest and Southern regional sales manager.*
Doris Kelly, *sales service manager.*
Debra DeZarn, *classified advertising manager.*

New York
Joseph E. Ondrick, *East Coast regional sales manager.*
Randi B. Teitelbaum, *sales manager.*
David Berlyn, *senior sales manager.*
Yadira Crawford, *advertising assistant.*
Lewis Edge & Associates, *(East Coast equipment and engineering): 609-683-7900; fax: 609-497-0412.*

Hollywood
John R. Russel, *West Coast regional sales manager.*
Sandra Klausner, *editorial-advertising assistant.*
Schiff & Associates *(Western equipment and engineering): 213-393-9285; fax: 213-393-2381*

Circulation

Kwentin K. Keenan, *circulation manager.*
Patricia Waldron, *data entry manager.*
Keith Brody, *subscription service manager.*
Joseph Kolthoff, Janza L. Woods, *circulation assistants.*

Production

Harry Stevens, *production manager.*

Administration

David N. Whitcombe, *vice president/operations.*
Philippe E. Boucher, *controller.*
Tracy Henry, *assistant controller.*
Albert Anderson, *office manager.*
Nancy Miller, *personnel administrator.*
Marsha L. Bell, *receptionist.*

Corporate Relations

Patricia A. Vance, *director.*
Catherine F. Friday, *secretary to the publisher.*

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie, *chief correspondent.*
Stephen McClellan, *chief correspondent (programing).*
George Mannes, Rod Granger, Lucia Cobo, *staff writers.*
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, *staff writer.*

Advertising Representatives

Pattie/3M: Chicago *312-679-1100; fax: 312-679-5926;* **New York** *212-953-2121; fax: 212-953-2128;* **Los Angeles** *213-462-2700; fax: 213-463-0544;* **Hawaii** *808-545-2700; fax: 808-599-5802;* **Toronto** *416-482-6288; fax: 416-482-9207;* **London** *(01) 427-9000; fax: (01) 427-5544.*

□

Japan *(06) 925-4452; Telex: 02423928.*

□

Broadcasting Publications Inc.
A Times Mirror Business Publication
Lawrence B. Taishoff, *president.*
Kenneth W. Taishoff, *vice president.*
Donald V. West, *vice president.*
David N. Whitcombe, *vice president.*

Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □

Copyright 1989 by Broadcasting Publications Inc.

story, and the sitcom as a 9 p.m. comedy for adults. Sohmer said he is marketing both as mid-season replacements for next season.

Sohmer, who is also president of Steve Sohmer Inc., already has one series slated for the networks under the SSI label. *Mancuso, FBI*, starring Robert Loggia, will debut on NBC in the fall on Friday at 10-11 p.m. Future projects produced by SSI will be developed through Nelson Television.□

On board

In an effort to better represent the marketplace, the NATPE board, beginning in 1990, will include station managers for the first time, according to new NATPE Chairman Lon Lee. While adding additional station managers over the next three years, the overall number of board members will be reduced from the current 22 members to 17 in 1992.

Sweeps provide few keys to syndication schedules

Syndicated sweeps numbers show no big winners or losers

While many stations were hoping the performance of some key syndication shows in the May sweeps would be decisive in terms of setting next fall's new schedules, for the most part the results in May were inconclusive, with no big winners or losers.

"I think that a lot of stations that were waiting for the May books to tell them what to do don't have any more idea now than they did after the February books," said Matt Shapiro, vice president, director of programing, MMT Sales Inc.

Shapiro noted slight gains by two access shows that have been struggling to remain competitive, *Inside Edition* and *Family Feud*. He also noted that *Jeopardy!* improved slightly and that *Wheel of Fortune* was basically flat. "But when a program moves only a slight bit one way or the other it's difficult to make a scheduling decision" based on that movement, he said.

Dick Kurlander, vice president, director of programing, Petry Television, reported that *USA Today* was down one share point from February, with an average rating in prime access of 8/15. *A Current Affair* also had an 8/15 in access time periods, but was up three share points in key women demographics and looking "very strong," said Kurlander.

Inside Edition was up two share points in access from February to May with an 8/16. *Entertainment Tonight* was basically flat from February to May, but up significantly year to year through May 1989, with a 9/16. "But the key point is that the range in performance from show to show in access is very small," said Kurlander.

Wheel of Fortune repeated once again as the number one program in syndication with a 15/33 rating, which was flat compared to February. But year-to-year, the program has fallen off two share points, and key female demographics were down 15% compared to February. *Jeopardy!*, meanwhile, continues to grow. The show was up a share point in May to a 15/29 in access.

In the talk show arena, *Oprah Winfrey* and *Donahue* were both down one share point from February to May, while *Geraldo* was down two share points. *Regis and Kathie Lee* gained a share, with a 4/18. "It's nice to see room for a noncontroversial program to succeed," Kurlander said of the last.

In the children's category, Buena Vista's *Duck Tales* remains the dominant show, with an 11/42 among children 2-11 in May. *Double Dare*, the children's game show, continues to struggle. In May *Double Dare* recorded a 4/24 among kids 2-11, falling six share points over the past year. □

Week 40 nets 27.7 million; CBS wins news

For the prime time week ended June 25, the big three averaged a combined 30.6 rating, down 0.4 rating points from the previous week. Their combined share of the viewing audience was a 59.7, up slightly from week 39's 59.2. Out of 79 programs broadcast during the week, 68 of them were repeats, including nine for Fox.

NBC won the week with a 12.3 rating and a 24 share. CBS finished second with a 9.3/18.1, while ABC scored a 9.0/17.6. In the evening news race, the *CBS Evening News* pulled in a 9.2/20. ABC's *World News Tonight* had a 9.0/20 and the *NBC Nightly News* grabbed an 8.5/19.

CBS ranked second for the week in prime time households, and with viewers aged two-plus. But in the two categories of women and men, 18-49, ABC placed second. NBC had an 8.0 rating with women 18-49, while ABC had a 5.8 and CBS had a 5.4. For men, NBC's winning rating was a 5.8. ABC's second-place number was a 5.0, while CBS's average was a 4.3.

ABC's *Roseanne* was the top-ranked program for the week with an 18.2/32, the only program for that network to rank in the top 10 (see chart). CBS's top show for the week, *Murder, She Wrote*, ranked 10th with a 14.9/29. NBC grabbed the other eight slots.

Nielsen		Net	
1.	18.2/32	A	Roseanne
2.	17.5/33	N	Cheers
3.	17.3/32	N	Dear John
4.	16.2/34	N	Cosby Show
5.	16.1/36	N	Golden Girls
6.	15.8/31	N	Different World
7.	15.5/27	N	NBC Sunday Movie
8.	15.1/29	N	L.A. Law
9.	15.0/32	N	Empty Nest
10.	14.9/29	C	Murder, She Wrote
11.	14.6/27	A	Wonder Years
12.	14.3/25	C	CBS Sunday Movie
13.	14.2/27	N	Matlock
14.	14.1/27	A	Who's the Boss?
15.	14.0/24	N	NBC Monday Movie
16.	13.9/31	C	60 Minutes
17.	13.4/24	A	Coach
18.	13.4/24	N	Night Court
19.	13.1/23	N	In the Heat of the Night
20.	13.0/25	N	Unsolved Mysteries
21.	12.8/27	N	Hunter
22.	12.6/21	C	Designing Women
23.	12.6/22	C	Newhart
24.	12.6/24	N	Midnight Caller
25.	12.4/22	N	My Two Dads
26.	12.2/24	A	Growing Pains
27.	12.1/23	A	Head of the Class
28.	11.8/21	C	Jake and the Fatman
29.	11.8/21	C	Murphy Brown
30.	11.6/21	N	Hogan Family
31.	11.4/22	N	ALF
32.	11.3/26	N	Amen
33.	11.2/25	A	Full House
34.	10.9/21	A	MacGyver
35.	10.9/22	A	20/20
36.	10.7/23	A	Mr. Belvedere
37.	10.5/25	A	Perfect Strangers
38.	10.4/18	A	ABC Monday Movie
39.	10.4/19	C	Doctor, Doctor
40.	10.1/21	A	Just the Ten of Us
41.	10.0/20	C	CBS Friday Movie
42.	10.0/19	N	Miami Vice
43.	9.4/17	A	ABC Sunday Movie
44.	9.4/18	A	thirtysomething
45.	9.2/17	A	China Beach
46.	9.1/22	N	227
47.	9.0/17	C	Kate and Allie
48.	8.9/16	C	Heartland
49.	8.9/17	C	Songwriter's Hall of Fame
50.	8.8/18	F	America's Most Wanted
51.	8.7/16	C	Wiseguy
52.	8.7/18	N	NBC Friday Movie
53.	8.0/15	F	Married...With Children
54.	8.0/15	N	Day by Day
55.	7.8/14	A	Hooperman
56.	7.4/16	C	West 57th
57.	7.4/15	N	Family Ties
58.	7.3/17	N	Highway to Heaven
59.	7.1/13	A	Robert Guillaume Show
60.	6.9/12	C	CBS Tuesday Movie
61.	6.8/14	C	48 Hours
62.	6.3/12	A	ABC Thursday Baseball
63.	6.1/12	C	Hard Time on Planet Earth
64.	5.8/14	A	Mission: Impossible
65.	5.6/13	N	Magical World of Disney
66.	5.5/12	A	Incredible Sunday
67.	5.5/13	C	Beauty and the Beast
68.	5.5/13	C	Paradise
69.	5.4/10	C	CBS Summer Playhouse
70.	5.4/12	C	Tour of Duty
71.	5.2/12	F	21 Jump Street
72.	5.0/12	F	Cops
73.	4.9/10	A	Have Faith
74.	4.7/10	A	ABC Saturday Movie
75.	4.0/7	F	Garry Shandling's Show
76.	3.8/7	F	Tracey Ullman Show
77.	3.6/8	F	Reporters
78.	3.2/6	F	Duet
79.	2.3/5	F	Beyond Tomorrow

Syndication * Scorecard

(Week ending June 18)

Rtg.		Show	Stns.	Covg.
1.	12.8	Wheel of Fortune, syn.	228	98
2.	11.3	Jeopardy!	208	97
3.	9.1	Cosby Show	197	97
4.	9.0	Oprah Winfrey special	206	99
5.	8.6	Oprah Winfrey Show	216	99
6.	7.8	Star Trek	232	97
7.	6.8	Universal Pic. Debut Net.	136	95
8.	6.5	Current Affair	147	91
9.	6.5	Entertainment Tonight	168	94
10.	6.5	Exploring Psychic Powers	114	91
11.	6.4	All American Theatre	122	81
12.	6.3	Donahue	228	99
13.	5.8	People's Court	188	93
14.	5.3	Geraldo	200	99
15.	4.9	Friday the 13th	213	95

The following programs are included, but not ranked:

6.4 Wrestling Network	145	91
8.9 World Wrestling Fed.	244	97

© 1989 Nielsen Media Research * Nielsen weekly pocketpiece